

Bell System Guidelines for Business Forms



A system of coordinated graphics for Bell System business forms

The graphics guidelines presented here attempt for the first time to create a Bell System look for business forms used by all System companies. There are four basic values inherent in such a system of graphics that make this objective important to the Bell System and to each System company.

First, a graphic system will add coherence and clarity to the information on business forms.

Second, a system of graphics will give a coordinated look to the thousands of business forms used by each company.

Third, coordinated graphics on each company's business forms will provide a unified appearance from one System company to another.

And fourth, the graphic system on business forms will reinforce the new Bell System corporate identification program.

Since it is impractical to redesign every form for each company, this is *not a manual* which prescribes a specific solution for every application. Rather, before-after examples are used to demonstrate a set of graphic principles that will produce a new, unified *Bell System look* on any business form for any System company. The "before" examples were not selected to single out any particular business form nor any particular company. They are representative of the wide variety of graphics currently being used.

Most of the business forms of System companies have been historically individual. With the exception of customer bills, they may have little resemblance to other forms produced within the same company or to comparable forms used by other System companies. However, through the publication of these guidelines we hope

to stimulate forms control people to apply the ideas presented here to their company's new forms as they are produced and to old forms as they are reprinted or revised.

The millions of telephone bills mailed each month are the most personal, regular communication we have with our customers. Other millions of a wide variety of business forms are used to conduct our business internally and with various suppliers of service and materials. These create a cumulative visual impression about each company and about the Bell System. Inappropriate or nondescript graphics on business forms may label a company old fashioned, inefficient, unconcerned. Appropriate, contemporary and coordinated graphics reflect a company that is aware and progressive. It is equally important that internal as well as external business forms contribute a positive impression of each company and a collective impression of the Bell System.

Your company has many business forms not demonstrated here. And examples used in these demonstrations may vary from forms your company does use. *Therefore, these guidelines must be interpreted creatively, applying the principles expressed rather than transposing exact detail.* Printers who supply type proofs from rough layouts not marked for type should be instructed to follow these guidelines and to interpret the roughs in terms of the new graphic system.

General Principles

The examples shown in this book are actual business forms being used by System companies. In order to accommodate the demonstrations it was necessary, in most instances, to show them in reduced size.

Whether or not your company uses any of these forms is not important. Each of the examples has been redesigned to demonstrate basic typographic principles which can be applied to any business form to achieve the same visual effect. There is a definite family resemblance among the forms illustrated—despite the wide variety represented.

The before-after technique clearly demonstrates the dramatic change resulting from following these principles. Yet the functional aspects of the original form are retained. There are no major alterations in the format design. And the redesigned forms will work in the same business machines as the originals.

1. The company trademark should appear on every business form in the upper left corner

All business forms, even those used internally, should be identified by the company trademark—Bell symbol and company logotype. Whenever possible, position the trademark in the upper left corner. This placement will help to create a uniform appearance within the company and the Bell System.

Reproduction art and film of the symbol and logotype is available for your use through your company's graphics coordinator.

2. Identify all forms with a title

By placing the left edge of the title at the center line, almost any size title can be accommodated and graphic uniformity maintained from one form to another.

3. Standardize on one typeface—Helvetica

Perhaps the most effective single way to establish uniformity of design between one business form and another, and

between the forms of one System company and another, is the consistent use of one typeface on all forms. The typeface selected for the new Bell System graphics is Helvetica. It is the typeface used for the company logotypes on vehicles, stationery and building signs. Our other graphics manuals and these guidelines are also printed in Helvetica. It is a relatively new typeface and some printers may not have it. However, they should have no difficulty in obtaining Helvetica. Do not allow printers to substitute a "similar" typeface they happen to have on hand.

4. Limit the number of type sizes

Different type sizes are frequently used on a business form to vary the emphasis of captions and headings. When too many variations occur on one form, visual confusion is apt to result. Always limit the number of type sizes to the fewest possible.

In the demonstration forms on the pages following, you will see not more than four variations in type size. On most 8½" x 11" forms, general copy is usually 8-point type. More important information, such as captions, is set in 12 or 14-point. Using approved reproduction art, the company logotype should be made equal in size to the title for the form, which may be set up to 18 point. The customer bill form uses 7-point type for columnar headings and 10-point type for captions. Copy showing the breakdown of customer charges is 8-point. On any form the actual size of type is governed by the functional need.

5. For functional emphasis use a bolder typeface

The general copy on the demonstration forms is Helvetica *Light*. Where emphasis is required for certain captions or headings, use Helvetica *Medium* rather than increase type size.

6. Avoid using all capital letters

An initial capital followed by lower-case letters is a more familiar word form to the eye than all capitals. Since a business form should communicate quickly and clearly, cap and lower-case letters are preferred for captions, phrases and body copy. Where emphasis is required, a bolder face in the cap and lower-case is more effective than all caps.

7. Use hairline rules to separate information

Rules—the lines on a business form that

separate the information—have an important functional role. They are the guidelines that indicate where fill-in information should be entered. They also materially affect the appearance of the form. Heavy rules will dominate the entries, making the form look dark and overcrowded. For clarity and easy reading, the entries should not be overpowered by the rules surrounding them. For this reason, always specify *hairline* rules for general separation lines—both vertical and horizontal.

8. Use a heavy rule to create the Bell System look

Rules not only separate and organize the information on a business form, they can be useful as a design element. The 4-point rules on the demonstration forms are decorative as well as functional, adding strength and distinctiveness to the form. This heavy rule should be used sparingly to separate the different sections of information or to isolate and underscore key copy blocks.

9. Every line of copy and every copy block should follow some vertical alignment

Vertical alignment of copy lines or copy blocks creates the orderly appearance appropriate for a business form. A lack of vertical alignment results in a ragged looking, disorganized form.

On the demonstration forms each single line, and each block of copy is vertically aligned with any counterpart above or below. The fewer different vertical alignments on a form, the cleaner and more organized it looks.

10. Print forms in contrasting inks

The captions and other copy printed on a business form serve primarily to guide the person filling in additional information. The fill-in material then becomes the key information on the form. When the copy is printed in black, the printed matter dominates the fill-in material, sometimes making it difficult to locate information.

Bell System forms to be completed by typewriter or business machine should be printed in a contrasting color, such as blue. The black of the machine ribbon will then stand out.

Forms which may be completed by the user with a ball point pen should be printed in a neutral color, such as grey.

Requisitions

The requisition form shown here exemplifies a typical Bell System business form. It appears to be well organized and clean looking. Nevertheless, the same form with the new typographic treatment—shown on the facing page—looks cleaner and better organized. In addition, the information filled in with a typewriter or ball-point pen is more clearly discernible. And the form now has a unique character that identifies it as a Bell System form.

While the individual changes made in the original form are minor, together they change the overall appearance of the revised form considerably. First, a lighter typeface for the headings is used—Helvetica Light. Second, all rules are lightened to hairline rules. The heavier 4-point rules visually separate the information into smaller, easily perceived blocks of copy.

Following General Principle No. 9, the

 Wallace Business Forms, Inc.				68584
TYPE OR USE BALL POINT PEN - BEAR DOWN HARD. YOU ARE WRITING 8 COPIES.				FORM 1689-1F
REQUISITION				THIS REQUISITION HAS <u>1</u> PAGES. PAGE <u>1</u>
MAIL SHIPPING PAPERS TO: INDIANA BELL TELEPHONE CO., INC.		SHIP TO INDIANA BELL TELEPHONE CO., INC.	M.U. NUMBER	TEL. CO. NO.
NAME J.D. Mitchell		NAME J.D. Mitchell		W. E. AUDIT NO
ADDRESS 240 N. Meridian Street - Room 1721		ADDRESS 240 N. Meridian Street - Room 1721		DATE ORDERED 12/28/70
CITY Indianapolis, Indiana 46204		CITY Indianapolis, Indiana 46204	IND. WANTED 2/1/71	DATE SHIPPED
CHECK ONE	<input checked="" type="checkbox"/> STOCK ITEMS	ORDERED BY Wanda S. Smith		
	<input type="checkbox"/> NON STOCK ITEMS	SHIPPED VIA Air Express		
AREA OR LOCATION 90000		ESTIMATE OR JOB ORDER	TRANSPORTATION ACCT. FOR ACCTNG. USE	PREPAID TRANS. \$
ITEM NUMBER (WRITE OR TYPE)	CODE OR ACCOUNT	QUANTITY ORDERED	UNIT	ITEM
1.	642-18	10,000	ea	-Telephone, miniature "Princess" with unassembled key chains - white
2.	642-46	10,000	ea	-Telephone, miniature "Princess" with unassembled key chains - turquoise
3.	642-36	5,000	ea	-Telephone, miniature "Trimline" with unassembled key chains - white
4.	642-18	5,000	ea	-Telephone, miniature "Trimline" with unassembled key chains - green
5.	642-36	500	sh	-Paper, Letterhead, stationery 8 3/8" x 10 7/8"
(copy attached)				
Please order miniature telephones from:				
Byrd Plastics, Inc. 2953 West 12th Street Erie, Pa. 16505				
APPROVALS			W. E. CO. USE	
			SELECTOR	CHECKER
			PACkER	

vertical alignments are coordinated wherever possible. For example, the vertical hairline at the top right—separating the "Ship to:" information from the form numbers—is aligned with the vertical lines in the bottom portion of the form. The check boxes for "Stock" and "Non Stock" items are aligned with the vertical line below which separates "Area" from "Estimate Number." These two vertical alignments alone give the

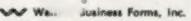
form greater visual simplicity. In addition, the symbol and logotype are aligned with the left margin. And the title of the form—"Requisition"—is aligned with the vertical hairline immediately below. No copy should be placed on a form at random. Attention to vertical alignment will contribute to a coordinated appearance.

Indiana Bell Requisition																																									
Type or use ballpoint pen—bear down hard. You are writing 8 copies																																									
Form 1689-IF This requisition has <u>1</u> pages. Page <u>1</u>																																									
Mail shipping papers to: Indiana Bell Telephone Co., Inc.		Ship to: Indiana Bell Telephone Co., Inc.		M.U. Number	Tel. Co. No.																																				
Name J.D. Mitchell		Name J.D. Mitchell			W.E. Audit No.																																				
Address 240 N. Meridian Street - Room 1721		Address 240 N. Meridian Street - Room 1721			Date Ordered 12/28/70																																				
City Indianapolis, Indiana 46204		City Indianapolis, Indiana 46204			Date Wanted 2/1/71																																				
Check One	<input checked="" type="checkbox"/> Stock Items	Ordered by Wanda S. Smith			Date Shipped																																				
	<input type="checkbox"/> Non Stock Items	Shipped Via Air Express																																							
Area or Location 90000	Estimate or Job order			Transportation acct. For accounting use	Prepaid trans. \$																																				
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Purchase Orders

In applying the principles of our new graphic system to this business form, a combination of relatively minor changes results in the distinctive Bell System look. The 4-point rules separate the basic information into readily discernible areas. The company name and form title can be quickly identified in the top portion. In the next block, the shipping information is better organized within the allotted space—following the principle of minimum vertical alignments.

The main body of the form remains virtually intact. Captions are set in Helvetica Light, cap and lower case. At the bottom of the form, copy is slightly rearranged to assure an orderly vertical alignment of the separate visual elements.

 <i>(Copy Number 1 to Supplier)</i>																							
<small>FORM 6219 (8-66)</small>																							
PURCHASE ORDER SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY																							
SHIP TO: SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY						ORDER NO. _____ DATE _____ PAGE NO. _____ TOTAL PAGES _____																	
SEND RECEIPT COPY TO:						ORDER FROM (SUPPLIER)																	
SHIP AND BILL TO THIS COMPANY THE ARTICLES LISTED BELOW:																							
SIGNATURE: _____ <small>(SUPERVISOR RESPONSIBLE FOR ISSUING ORDER TO SUPPLIER)</small>																							
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 15%;">QUANTITY</th> <th style="text-align: left; width: 60%;">ARTICLES</th> <th style="text-align: left; width: 15%;">UNIT PRICE</th> <th style="text-align: left; width: 10%;">AREA NO.</th> </tr> <tr> <th></th> <th></th> <th></th> <th>AMOUNT</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>												QUANTITY	ARTICLES	UNIT PRICE	AREA NO.				AMOUNT				
QUANTITY	ARTICLES	UNIT PRICE	AREA NO.																				
			AMOUNT																				
NOTICE TO SUPPLIER																							
<small>Please prepay transportation charges and bill as separate item on your invoice. Also, attach copy of transportation bill to support amount billed for transportation.</small>																							
<small>You agree to defend at your expense all suits against us for infringement of any U. S. patent, copyright or trademark by any materials covered by this purchase order and will save us harmless from all expenses of defending any such suit and all payments by final judgment therein assessed on account of such infringement.</small>																							
<small>LOCAL PURCHASE AUTHORITY REQUESTED</small>	<small>10 APPROVED</small>	<small>19 APPROVED</small>	<small>10 APPROVED</small>																				
<small>TITLE</small>	<small>TITLE</small>	<small>TITLE</small>	<small>TITLE</small>																				
<small>Send Your Invoice, Original and Duplicate Showing Purchase Order Number Thereon, To</small> SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY <small>ADDRESS</small>																							



Southern Bell

Purchase Order

Form 6219 (8-66)

Ship To: **Southern Bell Telephone and Telegraph Company**

Copy No. 1 to Supplier
Order No. _____ Date _____

Send Receipt Copy To:

Page No. _____ Total Pages _____

Ship and Bill to this Company the articles listed below:

Signature
(Supervisor responsible for issuing order to Supplier)

Order From (Supplier)

Quantity	Articles	Unit Price	Area No.	Amount	Code or Acct.

Notice to Supplier

Please prepay transportation charges and bill as separate item on your invoice. Also, attach copy of transportation bill to support amount billed for transportation.

You agree to defend at your expense all suits against us for infringement of any U.S. patent, copyright or trademark by any materials covered by this purchase order and will save us harmless from all expenses of defending any such suit and all payments by final judgment therein assessed on account of such infringement.

Local purchase

Authority requested

19

Approved

Send your invoice, original and duplicate showing Purchase Order Number thereon. To
Southern Bell Telephone and Telegraph Company

Address

Title	Title	Title	Title	Title	Title

Expense Vouchers

The more complicated the form, the more apparent is the organizational discipline resulting from the application of the new graphic system. On this form, the bars created by the 4-point rules organize the material into subject areas. This technique reduces the visual confusion caused by one area running into another without a visual stop.

With a form as detailed as this one, the use of light face captions, in cap and lower case, is of primary importance.

There is little opportunity on this form to reduce the number of vertical alignments. However, this principle is exercised whenever possible. The words "Expense Voucher" are aligned with all the major captions on the form. This organization allows the eye to single out any particular part of the form quickly.



Bell of Pennsylvania

**Expense
Voucher**

Form 1-15 (Rev. 1-63)

Voucher No.

(for acc'tg dept. use)

Co Hdqrs East Area West Area

Phila Area Cent Area

To (Name)

Dept. (Location)

Title
Forward payment to
(Address)

Dr.

Expenses Other Than Traveling

Year 19

Amount

(Note: Form Over when space is insufficient to record necessary details)

Total →

Traveling Expenses

Year 19

Day Date From

To

Transportation

Trip

SGL

RD

Airline

Bus

or R.R. fare

(Incl. Tax)

(Incl. Tax)

Local

Trans

Meals

drgr

Tax and

Tipping

Taxi

Lodging

No.

No.

Amount

No.

Amount

**Other
Expenses
(Detail)**

Totals →

Total Traveling and Other Expense →

*Detail of other expenses

Business Purpose of Expenditure

Transportation Meals Lodging etc obtained by Service Bureau Order Co

Total Hotel or Motel Expense

Date

Amount

Name of Hotel or Motel

City or Town

State

Correct

Approved

Title

Title

Received of **The Bell Telephone Company of Pennsylvania**, subject to the following notice.

Dollars

In full payment of above expenses which I certify have been incurred on behalf of the company

Date

19

Sign Here

Notice:

The person signing this voucher should receive payment at time of receiving. If this voucher is received without payment it is done at the signer's own risk.

Total →

Applications for Employment

Because an employment application form contains many varied elements of information, it is especially difficult to organize. To obtain an orderly appearance the information must be grouped in a logical sequence. Since people read from left to right, related material should be organized horizontally rather than vertically. Whenever possible avoid the juxtaposition of unrelated information on the same line.

Once the information is organized into

meaningful subdivisions, the new graphic system can be employed to visually separate the material. The 4-point rules will contribute substantially to the organizing process.

Captions on any form function as instructions to guide the user in filling in the necessary information. But it is the information itself that is important to subsequent readers of the form. It is not appropriate to set captions on business forms like headlines in an

W.T.CO.		WISCONSIN TELEPHONE COMPANY AN EQUAL OPPORTUNITY EMPLOYER			FORM 1611 (11-68)		
APPLICATION FOR EMPLOYMENT					DATE - 19		
PERSONAL DATA							
NAME (PRINT) <i>Mr. Miss Mrs.</i>		First	Middle	Last	Maiden Name (if Married)		
ADDRESS		Number and Street		City (Zone) or Town State			
TELEPHONE NUMBER		Residence	Can be reached		SOCIAL SECURITY NO.		
HAVE YOU U.S. MILITARY SERVICE?							
MARITAL STATUS	SINGLE DIVORCED WIDOWED	<input type="checkbox"/>	MARRIED	<input type="checkbox"/>	PLACE OF BIRTH		
HAVE YOU A DRIVERS LICENSE?		EXP. DATE		DATE OF BIRTH AGE			
WEIGHT HEIGHT							
ARE YOU COLOR BLIND?							
HUSBAND OR WIFE	First	NAME Middle Init.	Last	OCCUPATION	PRESENT EMPLOYER		
FATHER							
MOTHER							
EDUCATION							
KIND OF SCHOOL	SCHOOL NAME	CITY AND STATE	COURSE OR MAJOR SUBJECT	DATE LEFT	NO. OF YEARS	DID YOU GRAD.	DEGREE
GRAMMAR							
JUNIOR HIGH							
HIGH							
BUSINESS							
EVENING							
COLLEGE							
VOCATIONAL							
YEARS OF EXPERIENCE, TYPING SHORTHAND							
WHAT OTHER SPECIALIZED TRAINING OR SKILLS DO YOU HAVE?							
RECORD OF EMPLOYMENT - TELEPHONE COMPANY, MILITARY AND OTHER							
LIST PRESENT OR MOST RECENT EMPLOYMENT FIRST							
NAME AND ADDRESS OF EMPLOYER	STARTED MO. YR.	LEFT MO. YR.	DEPT.	NATURE OF WORK	LAST WEEKLY EARNINGS	REASON FOR LEAVING	
HOW LONG HAVE YOU LIVED AT PRESENT ADDRESS						"THE AGE DISCRIMINATION IN EMPLOYMENT ACT OF 1967 PROHIBITS DISCRIMINATION ON THE BASIS OF AGE WITH RESPECT TO INDIVIDUALS WHO ARE AT LEAST 40 BUT LESS THAN 65 YEARS OF AGE."	
ARE YOU WILLING TO WORK DAY, EVENING, AND NIGHT HOURS, AND SUNDAYS, HOLIDAYS, OR OVERTIME AS REQUIRED? <input type="checkbox"/> YES <input type="checkbox"/> NO							
Interviewer				Signature of Applicant			

advertisement—each one shouting for attention. On this employment application form, the use of Helvetica Light typeface in cap and lower case letters makes the captions recessive and allows the fill-in material to become the dominant information.

Also, each of the section titles—as well as all the line captions above and below—are aligned with the title of the form. Other captions are also aligned with the vertical lines and boxes above

and below, eliminating the raggedness that occurs with non-alignment.

 Wisconsin Telephone		Application for Employment				
Personal Data						Date
Mr						
Miss						
Mrs						
Name (print)	First	Middle	Last	Maiden Name (if married)		
Address	Number and Street			City (Zone) or Town	State	Zip
<input type="checkbox"/> Yes <input type="checkbox"/> No						
Are you a U.S. Citizen	Place of Birth	Date of Birth	Age	Height	Weight	
Telephone No	Residence	Can be reached	Social Security No	<input type="checkbox"/> Yes <input type="checkbox"/> No	Have you U.S. Military Service?	
How long have you lived at present address?			Have you a driver license?	Exp. Date	Are you color blind?	
Marital Status	<input type="checkbox"/> Single	<input type="checkbox"/> Divorced	<input type="checkbox"/> Widowed	<input type="checkbox"/> Married	Date of Marriage	
List Dependents						
Husband or Wife	Name First	Middle Init	Last	Occupation	Present Employer	
Father						
Mother						
Education						
Kind of School	School Name	City and State	Course of Major Subject	Date left	No. of years	Did you grad
Grammar						X
Junior High						
High						
Business						
Evening						
College						
Vocational						
Years of experience. Typing	Shorthand					
What other specialized training or skills do you have?						
Record of Employment						
List present or most recent employment first			Telephone Company, Military and other			
Name and address of employer			Started Mo., Yr.	Left Mo., Yr.	Dept	Nature of work
						Last weekly earnings
						Reason for leaving
Are you willing to work day, evening, and night hours, and Sundays, holidays, or overtime as required? <input type="checkbox"/> Yes <input type="checkbox"/> No						
Signature of Applicant			Interviewer			
<p>An Equal Opportunity Employer</p> <p>"The Age Discrimination in Employment Act of 1967 prohibits discrimination on the basis of age with respect to individuals who are at least 40 but less than 65 years of age."</p>						

Business Service Applications

The demonstration below, and those on the next several pages, are additional examples of existing business forms to which our new graphic principles are applied. The heavy rules, the cap and lower-case typeface in Helvetica Light, and vertical alignment are the graphic devices instrumental in the visual change. These principles can be applied to any business form with the same visual results.



Pacific Telephone

Business Service Application

K 1358-B (1-67)

Main Listing

Tel. No.

Cust. Code

Classified Heading

Address

Other Directory Listings

Type

Service and Equipment

Rate

Message Allowance

Addl. Msgs.
¢ each

Guarantee
Per Day

10P

Billing Information

Conn.
Charge

AP \$

PD.

DEP \$

PD

Bl. Name

Bl. Address

Guarantor:

Tel. No.

Due Date

Access

Remarks

New Application

Supersedure

A B C D E

Supersede From

AO

Coin Box Shortage Bills

A-100-CBS



Pacific Telephone

DATE _____
 ACCT No. M S C ELLANEOUS ACCOUNT CBS
 Tel. No. _____

PLEASE PAY THIS AMOUNT \$

PLEASE RETURN
 THIS UPPER PORTION
 WITH YOUR PAYMENT

ACCOUNTING
CENTER NO. _____

MISCELLANEOUS ACCOUNT
ACCOUNT CON BOX SHORTAGE

DATE _____

DATE OF CALL _____

CALLED FROM _____

CALLED TO _____

AMOUNT OF CHARGE \$ _____

AMOUNT COLLECTED \$ _____

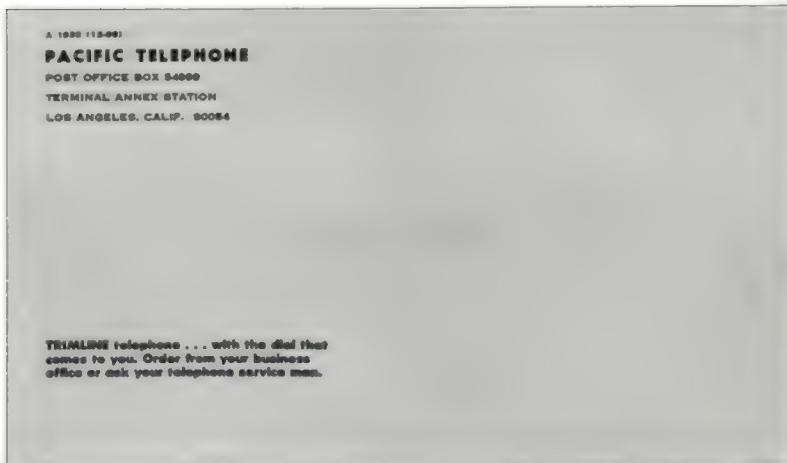
DIFFERENCE NOT COLLECTED EXCLUDING TAX \$ _____

FEDERAL TAX \$ _____

TOTAL AMOUNT DUE \$ _____

Pacific Telephone

Copyright © Morris Business Forms Inc.



A11494 CBS 11-69



Pacific Telephone

Coin Box Shortage Bill

Date:

Acct No.: Miscellaneous Accts 281 CBS

To: N

Amount Due

Please return this upper portion
with your payment

Accounting Center No.

Missed Payment Accts

Called from

Called to

Amount of charge

Amount paid

Difference amount entered excluding tax

Entered by [signature]

Total amount due ➤

Pacific Telephone



Pacific Telephone

Call Back • Data
Customer Service • Billing
Fax • Message Center • Web Site

A1933 112-66

Directory Advertising Bills

SOUTH CENTRAL BELL TELEPHONE COMPANY					FORM 4520 D SC (7-68)
PLEASE FORWARD PAYMENT TO: TREASURY CASHIER.					
TO:	BILL NUMBER _____				
	DATE OF BILL _____				
	TO CODE NUMBER _____				
	FROM CODE NUMBER _____				
NYPS ADVERTISING APPEARING IN THE DIRECTORIES LISTED BELOW AND ANY EXTENDED OR CREDIT BILLING FOR PRECEDING ISSUES					
DIRECTORY AND ISSUE DATE OR OTHER DETAIL	ACCOUNT NUMBER	V	NYPS INVOICE AMOUNTS		SUBTOTALS
			WITH AGENCY COMMISSION	WITHOUT AGENCY COMMISSION	
GROSS AMOUNTS					
LESS 15% AGENCY COMMISSION					
ORIGINAL — PLEASE RETURN DUPLICATE COPY WITH YOUR PAYMENT					
SHEET _____ OF _____ SHEETS			PAY THIS AMOUNT →		NET AMOUNT
					LESS 25%
					AMOUNT DUE



South Central Bell

Directory Advertising Bill

Please forward payment to: Treasury Cashier.

**NYPS Advertising appearing in the directories listed below and
any other kind of credit to NYPS are strictly prohibited.**

Directory and Issue Date or other Detail

Account

✓ NYPS Invoice Amounts

Subtotals

Win Agency
Commissions

Without Agency
Commission

Gross Amount

Original:

Please return duplicate copy with your payment.

Sheet of Sheets

Pay this Amount

Customer Bills

The telephone bill is probably the most widely circulated business form in the world. Consequently, it is of great importance for the customer bills of one System company to be consistent in appearance with those of other System companies. This consistency reflects the coordinated effort behind the Bell System's huge service commitment.

The size and format of customer bills will, of course, vary due to the differences in accounting machinery. Nevertheless,

the new graphic system can be readily applied without requiring changes in the machine settings currently in use. The examples below, and on the following pages, demonstrate the new Bell System look resulting from the addition of 4-point rules and changes in the typeface of the captions.



PAYMENT DUE UPON RECEIPT OF
BILL. PLEASE RETURN ENCLOSED
PAYMENT CARD WITH YOUR PAYMENT.

TELEPHONE NUMBER

TELEPHONE BUSINESS OFFICE

LOCAL SERVICE AND EQUIPMENT
LONG DISTANCE CALLS Statement Enclosed
OTHER CHARGES AND CREDITS Explanation Enclosed
DIRECTORY CHARGES
ADDITIONAL LOCAL CALLS OR MSG UNITS
BALANCE FROM LAST BILL. If Paid, Please Deduct

	STATE LOCAL TAXES	FEDERAL TAX	TOTAL INCLUDING TAXES
LONG DISTANCE CALLS Statement Enclosed			
OTHER CHARGES AND CREDITS Explanation Enclosed			
DIRECTORY CHARGES			
ADDITIONAL LOCAL CALLS OR MSG UNITS			
BALANCE FROM LAST BILL. If Paid, Please Deduct			

TOTAL →

THANK YOU! IT HAS BEEN A
PLEASURE SERVING YOU
PLEASE RETURN ENCLOSED
CARD WITH PAYMENT



PAYMENT DUE UPON RECEIPT OF
BILL. PLEASE RETURN ENCLOSED
PAYMENT CARD WITH YOUR PAYMENT.

LOCAL SERVICE AND EQUIPMENT
LONG DISTANCE CALLS Statement Enclosed
OTHER CHARGES AND CREDITS Explanation Enclosed
DIRECTORY CHARGES
ADDITIONAL LOCAL CALLS OR MSG UNITS
BALANCE FROM LAST BILL. If Paid, Please Deduct

Total →

THANK YOU! IT HAS BEEN A
PLEASURE SERVING YOU
PLEASE RETURN ENCLOSED
CARD WITH PAYMENT

MB FORM SN642A

PP	DN	CN	R
ED	CR	VN	PMRS
		VC	IC
CREDIT INFORMATION		DATE	AMOUNT
Dep Amount	PP	State and Local Taxes	Federal Tax
P	N	S	M
S	I	T	A
T	R	L	G
RA 1	RA 2	RB	
MSG UNITS			
TREATMENT HISTORY			
T →			

MB Form SN642A (2-70)

PP	DN	R		
ED	VN			
Dep Amount	PP	State and Local Taxes	Federal Tax	Charge Including Taxes
P	N	S	M	
S	I	T	A	
T	R	L	G	
RA 1	RA 2	RB		
Last MSG Units				
MSG Units				
Dep Amount P S MIN CR CHK EI PP Treatment History T →				

EXPLANATION OF OTHER CHARGES AND CREDITS ON THE ENCLOSED BILL		FORM SH 652C (REV. 7-69)	TELEPHONE NO.	S T	CUST. CODE
ITEM	MONTHLY RATE	PERIOD		CHARGE OR CREDIT (CR)	
		FROM	TO		
PAGE		TOTAL CARRIED TO BILL (EXCLUDING TAXES)		D	



Post Office Box 960
Denver, Colo. 80201

USE
FOR FASTER LONG DISTANCE DIALING
AREA CODES!



Mountain Bell

**Explanation of other charges and credits
on the enclosed bill.**

Item	Tel. No.	S/T	Cust. Code
	Monthly Rate	Period	Charge or Credit
		From	
		To	(CR)

Total Carried to bill (Excluding taxes) →

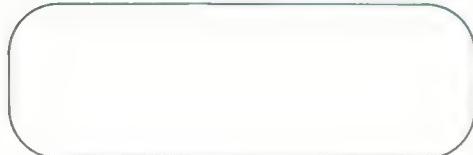
Page

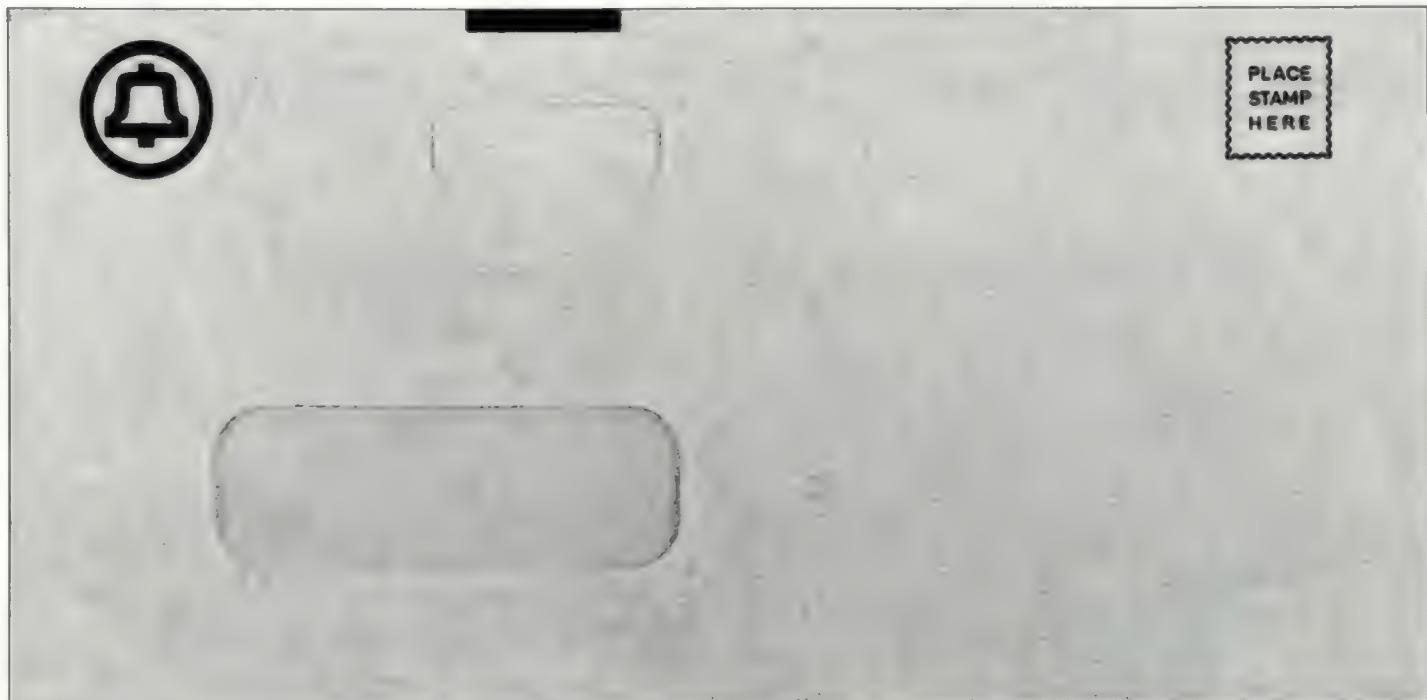
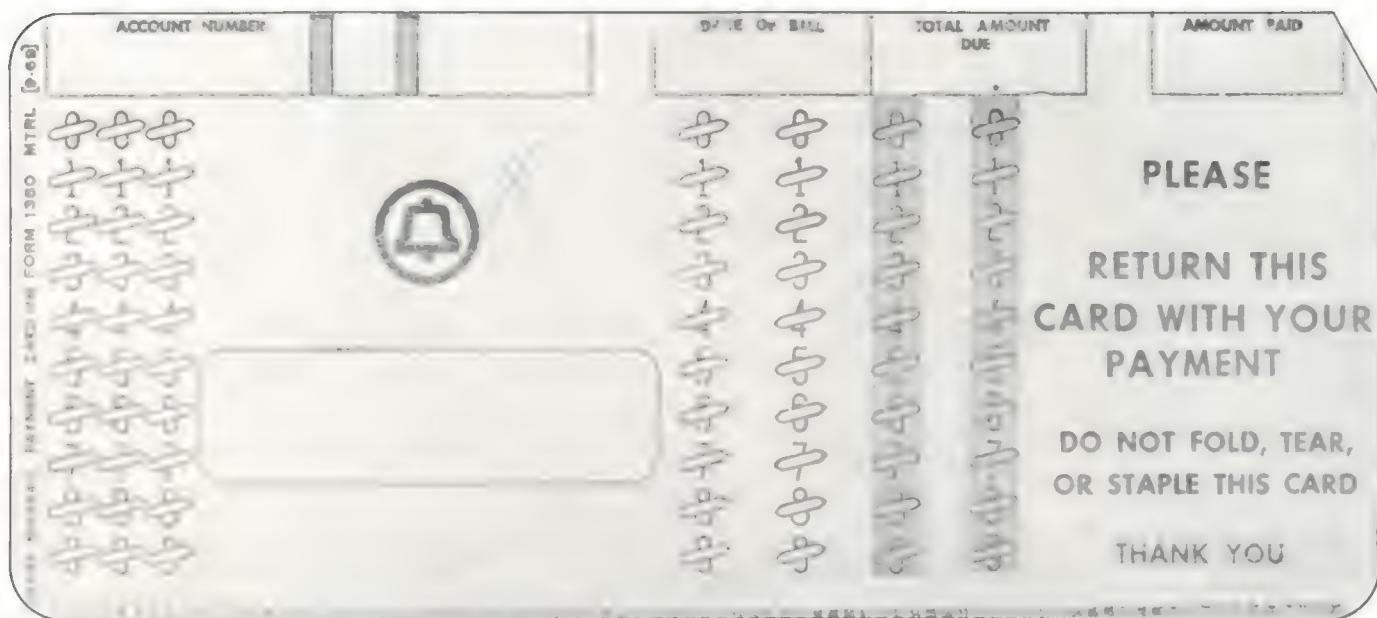
Form SN 652C (Rev. 7-69)



Mountain Bell

Post Office Box 960
Denver, Colo. 85201





Account Number	Total Amount Due	Amount Paid
		
 Mountain Bell		
<hr data-bbox="303 814 758 823"/>	<hr data-bbox="303 944 758 951"/>	
Please return this card with your payment		
Do not fold, tear, or staple this card.		
Thank you.		



Mountain Bell



Place
Stamp
Here

Post Office Box 960
Denver, Colo., 80201

A carefully designed business form is unique to the company it represents and says something about that company—even to the employees who work for it. It reflects attention to operational efficiency. As a service organization, Bell System companies are vitally concerned with efficiency in all of their operations. Every printed piece of business paper must reflect this concern. Every person involved with designing or producing business forms should do so with these guidelines in hand. Copies of these guidelines should also be given to printers to insure that your company's business forms have the clean, efficient look of our new graphic system. If any questions are raised by these guidelines, please direct them to your company graphics coordinator or the Project Chairman—Design and Appearance, Department of Environmental Affairs.



